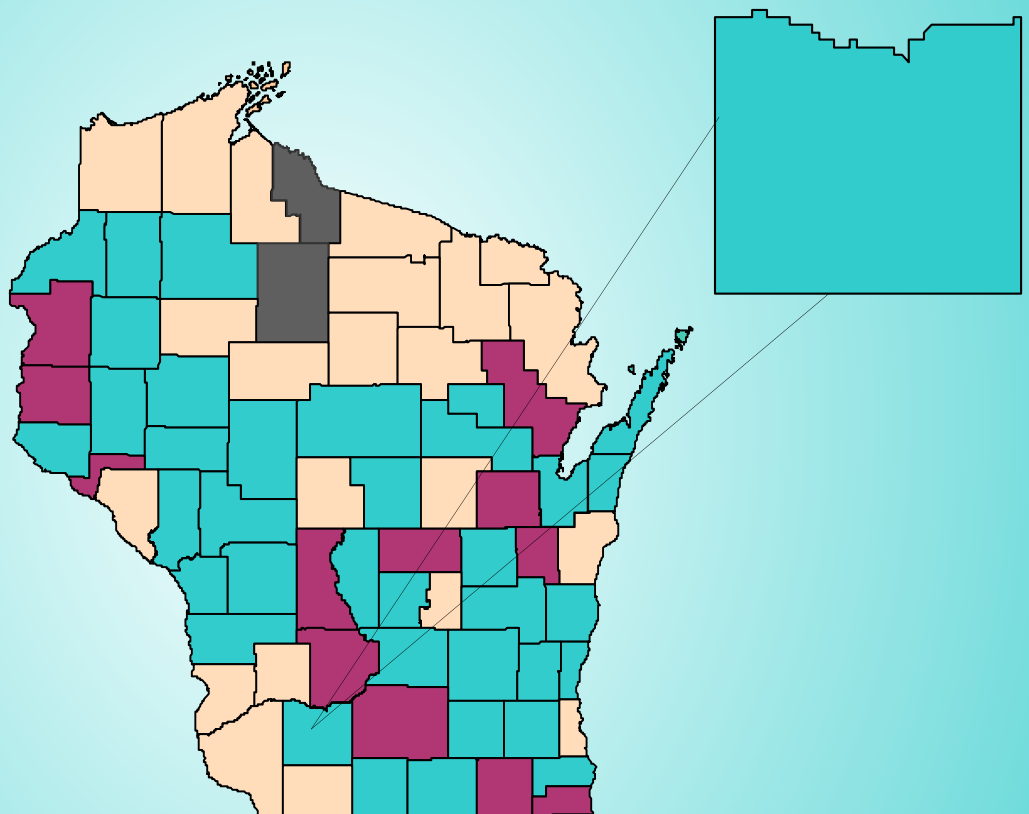


Iowa County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

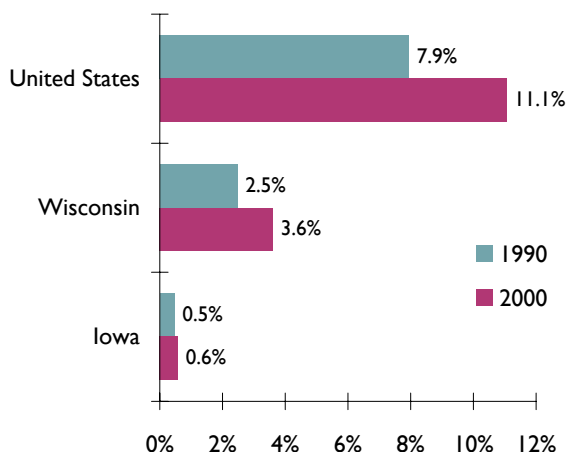
The population increase of 1.6 percent in Iowa County lagged both the increases in the State of Wisconsin and in the nation. From April 2000 through December 31, 2001 the population increased by 373 individuals from 22,780 to 23,153. Most of the additional residents moved into the county during the 20-month period. The largest increase in population was in the City of Dodgeville followed by the second largest increase in the Town of Dodgeville.

The migration rate in Iowa County exceeded the 0.9 percent migration rate in Wisconsin but lagged the experience of other non-metropolitan counties. There was a net migration of roughly 225 individuals to the county since 2000.

The increase in population from natural causes totaled just 148 even though there were 507 births in the county. One reason why the increase in population from natural causes is so much lower than other counties is that the median age in Iowa County in 2000 was 37.1 years, higher than in many Wisconsin counties.

Another reason for fewer births is that there is less ethnic diversity in the population and fewer foreign-born residents than in other areas of Wisconsin and the United States. In the United States, and to some degree in Wisconsin, an increase in births is linked to the non-white populations. Even though the number of births to whites is still the largest share of all births, that is declining as births to other ethnic groups is increasing.

Share of Foreign-born Residents

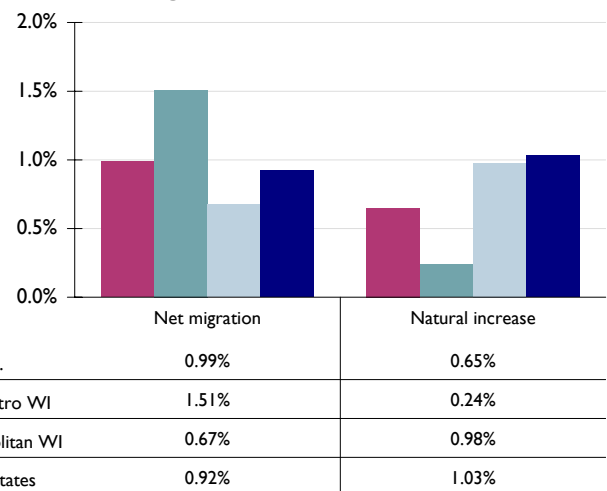


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Iowa County	22,780	23,153	1.6%
Largest Municipalities			
Dodgeville, City	4,220	4,349	3.1%
Mineral Point, City	2,617	2,616	-0.0%
Arena, Town	1,444	1,465	1.5%
Dodgeville, Town	1,407	1,451	3.1%
Barneveld, Village	1,088	1,106	1.7%
Brigham, Town	908	936	3.1%
Mineral Point, Town	867	874	0.8%
Highland, Village	855	864	1.1%
Linden, Town	873	861	-1.4%
Highland, Town	797	804	0.9%

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

Most of the foreign-born residents in the county were born in European countries, followed by those of Asian descent. Out of a total foreign-born population in 2000 of 132, 83 moved to the county prior to 1980.

In the last decade there were nearly 2,830 births in the county. That's fewer than the number of residents 0-9 years old in 2000 and suggests that families with younger children were a big part of county gains from migration. The influence of migration is also key

(Continued on page 2)

Iowa County Workforce Profile

Population Projections by Age Groups in Iowa County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	746	880	935	860	521	607	805	1,037	1,008	924	789	513	400	411	328	586
Female	722	833	909	812	457	642	829	1,022	981	821	752	491	445	406	421	887
2005																
Male	753	804	907	875	676	586	673	882	1,073	1,024	918	777	494	371	351	583
Female	723	779	859	853	660	573	722	876	1,024	987	829	752	470	414	356	903
2010																
Male	777	800	823	849	688	758	653	743	918	1,094	1,022	907	751	460	319	603
Female	746	770	798	806	693	813	648	767	879	1,031	1,000	831	721	437	364	864
2015																
Male	809	815	816	768	665	774	834	719	772	935	1,090	1,009	876	700	396	592
Female	777	785	786	745	651	853	901	686	767	882	1,041	998	794	668	383	840
2020																
Male	841	841	830	760	601	747	848	911	747	787	933	1,077	976	818	605	649
Female	807	810	800	732	600	803	940	946	684	768	890	1,037	952	735	586	846

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

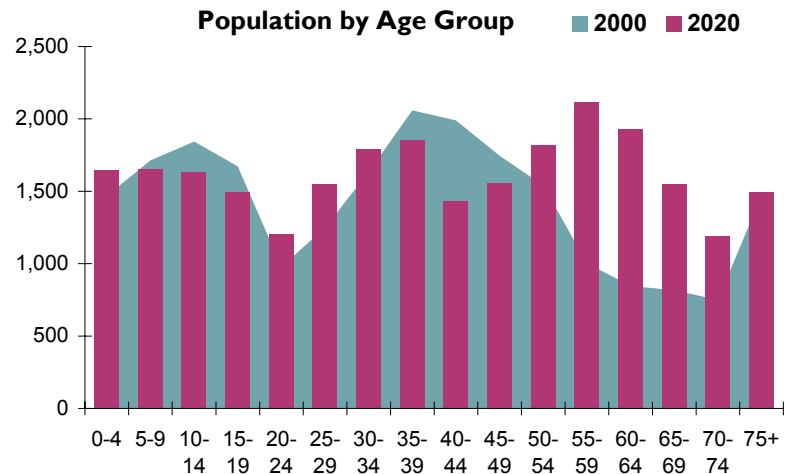
in the population projections from the Wisconsin Demographic Services section (table above). Nearly all of that increase is projected in the older age groups.

From 2000 to 2020 the total population is projected to increase by 3,127 residents. Some of that increase is projected in the youngest age group, 0-4 year olds, and the middle age groups; but most will occur in the older age groups.

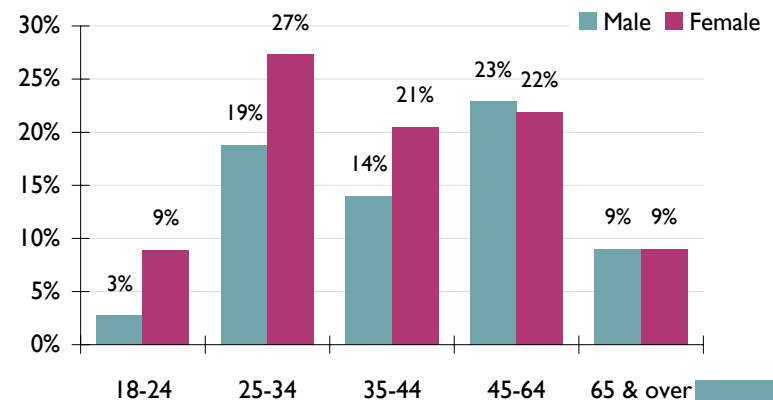
The graph on the right illustrates just how much of the population will be over 55 years old in 2020 compared to 2000. The share of population over the age of 55 will increase from 21.5 percent in 2000 to 32 percent in 2020 as the population under 20 years old declines from 29.4 percent to 24.8 percent.

The background also shows the surge in population from the baby-boom, now in their late-30s to mid-50s and another, shorter duration surge in births in the late 1980s, now in their late teens. There is a visible dip in the population groups between 15 and 25 years old as many high school graduates leave the area to continue their education. Once they leave the area they seldom return.

The bottom graph in some ways also tracks the out-migration of youth from the county. The share of the 35-44 year age group with at least a bachelor's degree is less than that of the 25-34 year old group. All age groups are also lower than the state distribution.



Percent of age group with at least a Bachelor's degree in Iowa County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

Once every ten years the census produces labor force demographics that includes labor force participation rates by age groups. The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates peak in the middle age groups then decline significantly at age 62. This reflects the changing needs and desire of people to work. Younger residents are in school, middle-aged residents have financial commitments, and older residents are anticipating retirement.

In Wisconsin the LFPR is higher than most other states and may have reached maximum levels. In 2002, the LFPR in Wisconsin of 73 percent was among the five highest in the United States. The overall participation rate in Iowa County in 2002 was 80.6 percent, higher than in the state and in the nation.

The Wisconsin LFPR is lower than in Iowa County because participation among nearly all age groups is lower. In Wisconsin only the male LFPR among 16-19 year olds of 61 percent is higher than the participation rates in Iowa County. The higher participation rates are especially significant among the population over 55 years old. In Wisconsin the LFPR for males and females 55-61 years old are 77 and 65 percent, respectively; and for those 62-69 years old they are 37 and 29 percent, respectively. Compare those rates with the much greater participation rates in Iowa County in the top chart.

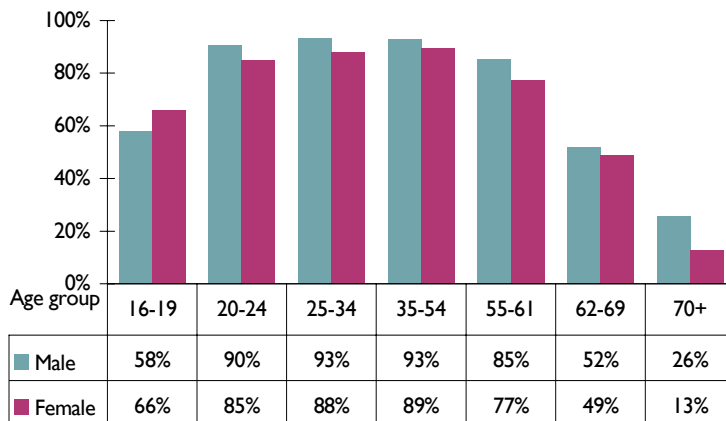
It is imperative that the populations over 55 years old continue to enthusiastically participate in the labor force. By 2020 over 32 percent of the population will be over the age of 55. That means that by 2020, using current participation rates for this population group, the share of the labor force over 55 years old will increase from 17 percent in 2000 to 27 percent by 2020.

By 2020 the total labor force in Iowa County will increase 14 percent even though the labor force population (16 years and older) expands from 17,421 in 2000 to 20,680. In the last twenty-year period the labor force increased 26 percent.

Ample employment opportunities and the prox-

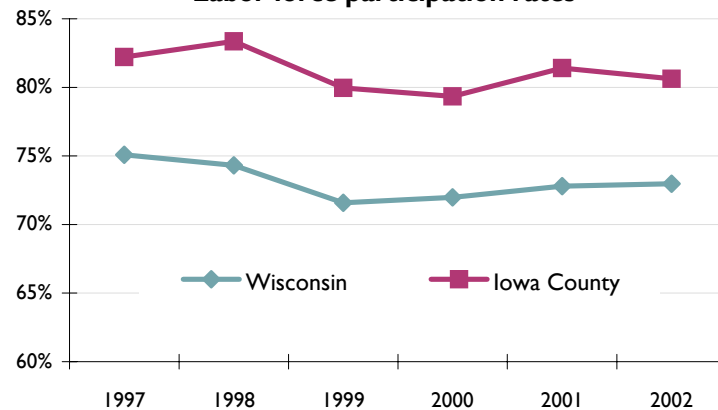
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Iowa Labor Force Participation by Age & Sex in 2000



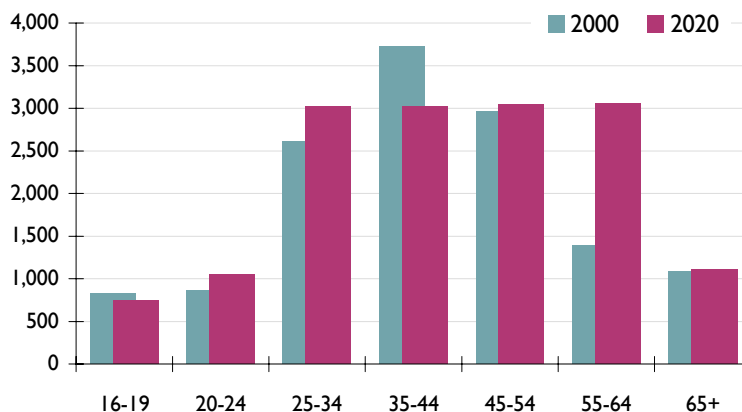
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Iowa County



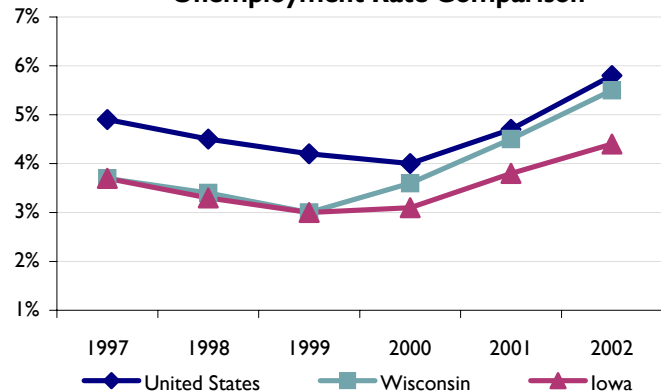
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Iowa County Workforce Profile

imity to jobs in Dane County have kept labor force participation high. The current labor force of 14,130 is the highest on record and employment soared to a new all-time high.

More residents working lead to the greater possibility of lay off, however, and the number of unemployed also set new record highs. The share of unemployed in the labor force, though, of 4.4 percent was lower than in 1992 when the unemployment rate was 4.6 percent.

Unemployment Rate Comparison



Iowa County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	13,488	13,900	13,401	13,806	14,026	14,129
Employed	12,988	13,447	13,003	13,384	13,500	13,511
Unemployed	500	453	398	422	526	618
Unemployment Rate	3.7%	3.3%	3.0%	3.1%	3.8%	4.4%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Iowa County is in the southwest region of the state and the list of jobs on the right is representative of the jobs in the county.

The greatest demand for workers is already apparent in the occupations on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs and workers often leave these jobs as other opportunities open up. Turnover is high and wages are low. The one occupation where wages are higher and some post-secondary education is required is registered nurses. Registered nurses are in great demand nationwide.

The 'Fastest Growth' occupations are often referred to as hot jobs, with more training requirements and better wages. In the southwest region, however, this list also includes five occupations that require no degree although many employers have grown to expect some institutional training for workers to fill these jobs. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from 5 to 10 jobs increased 100 percent whereas an occupation that increases from 2,000 to 2,200 jobs increased only 10 percent.

Southwest Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$17.36
	Network & Comp. Systems Admin.	Bachelor's degree	\$22.01
	Personal and Home Care Aides	1-month or less training	\$7.94
	Medical Records and Health Information	Associate degree	\$9.95
	Medical Assistants	1-12 mo. on-the-job training	\$10.91
	Computer and Information Systems	Work experience & degree	\$30.39
	Social and Human Service Assistants	1-12 mo. on-the-job training	\$12.43
	Computer Systems Analysts	Bachelor's degree	\$31.98
	Hotel, Motel, and Resort Desk Clerks	1-month or less training	\$7.72
	Home Health Aides	1-month or less training	\$8.65
Most Openings	Cashiers	1-month or less training	\$7.48
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.70
	Retail Salespersons	1-month or less training	\$9.86
	Waiters/Waitresses	1-month or less training	\$6.77
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.87
	Registered Nurses	Bachelor's degree	\$22.41
	Stock Clerks/Order Fillers	1-month or less training	\$10.22
	Packers/Packagers/Hand	1-month or less training	\$10.21
	Shipping/Receiving/Traffic Clerks	1-month or less training	NA
	Office Clerks/General	1-month or less training	\$9.89

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001

Southwest WDA includes Grant, Green, Iowa, Lafayette, Richland and Rock counties.

Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

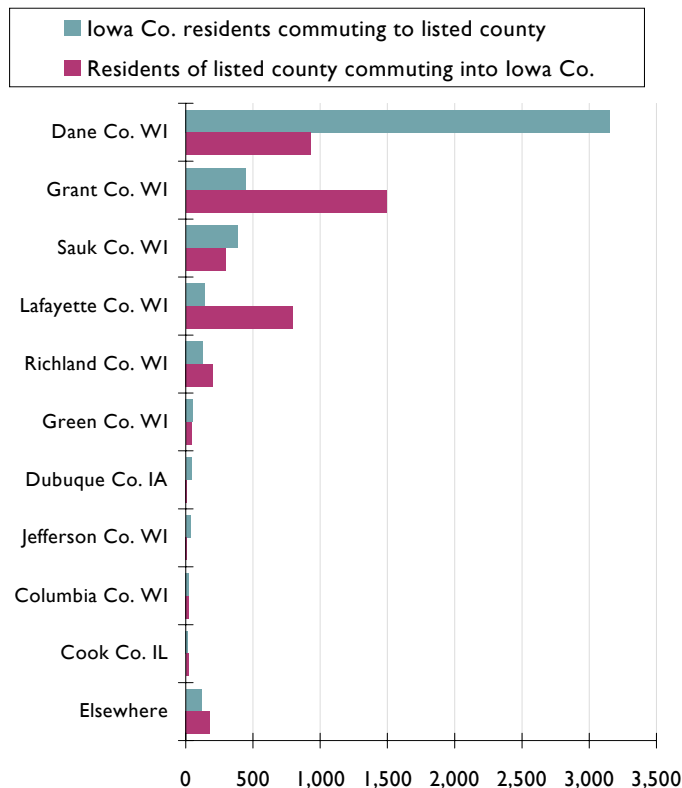
The 'county-to-county worker flow' files, also known as county commuting patterns, are one of the most anticipated data sets released by census. It is a key piece of information when profiling the workforce of a local community, especially in Iowa County where a large share of the labor force is employed outside of the county. In Wisconsin,

commuting patterns for municipalities are also available every ten years from the census and were released in April 2003.

Roughly 4,550 Iowa County residents, 36 percent of the workers who live in the county, traveled out of the county for a job. Seven in every ten workers who left the county headed for employers in Dane County and nearly half of them were headed to employers in the City of Madison. The traffic into Dane County increased substantially from 1990 and this increase is the reason that Iowa County will be included in the Madison metropolitan statistical area beginning in 2005.

Although most of the out-bound commuters traveled east, workers also traveled to jobs in other neighboring counties. Nearly 400 residents reported to employers in Sauk County and 450 worked in Grant County. However, three times as many Grant County workers headed to employers in Iowa County.

Nearly 4,010 workers commute to Iowa County for jobs, only 500 less than leave. Most of those workers are from Grant County and headed for employers in the City of Dodgeville. In fact, the City of Dodgeville attracts nearly two-thirds of the workers from all other counties. Employers in Iowa County depend on these commuters to help fill local job vacancies.



	Iowa Co. residents commuting to listed county	Residents of listed county commuting into Iowa Co.	Net gain or loss of workers
Dane Co. WI	3,155	928	-2,227
Grant Co. WI	446	1,494	1,048
Sauk Co. WI	387	298	-89
Lafayette Co. WI	141	795	654
Richland Co. WI	129	203	74
Green Co. WI	55	44	-11
Dubuque Co. IA	42	10	-32
Jefferson Co. WI	33	9	-24
Columbia Co. WI	25	25	0
Cook Co. IL	16	21	5
Elsewhere	118	180	62

Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files



Industry Employment -

Introducing NAICS (North American Industry Classification System)

In 2003 the industry coding system for employers, used to publish employment estimates, changed from the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS). The transition from SIC, used for the last seventy years, to NAICS began in 1997 with the Economic Census. However, the monthly Current Employment Statistics program, responsible for the monthly nonfarm wage and salary employment estimates for counties, initiated the change with the revision of 2002 estimates.

Because NAICS is so different, revisions to earlier years' estimates are difficult and do not appear in this publication. Estimates for 1990 to 2001 have been published for states and metropolitan areas.

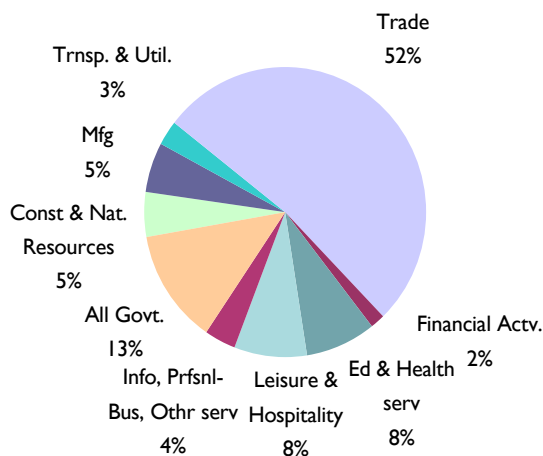
There are new industry classifications in NAICS that simply did not exist in SIC. Good examples of this are the new industry sectors for leisure and hospitality and information. Also under NAICS loggers were finally reassigned from manufacturing and grouped with natural resource industries.

Some of the changes to the Iowa employment estimates for 2002 are visible in the table below (SIC distribution uses unrevised estimates). Transportation employment is grouped with warehousing and utilities, and no longer includes communication. The share of jobs dropped as most jobs in communication moved to a new information sector.

Wholesale and retail trade jobs declined to 52 percent of total employment in NAICS from 56 percent. The primary reason is that restaurants, food service companies and bars were transferred to the new sector of leisure and hospitality. Hotels and lodging facilities are also a part of this new sector, making it easier to monitor changes in tourist related businesses. It will also be much easier to monitor the rapidly expanding health services sector. It is grouped with private education, but most education

(Continued on page 7)

Iowa County Industry Distribution: 2002



2002 Industry Employment in Iowa County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	582	5%	Construction & Mining	4%
Manufacturing	624	6%	Manufacturing	6%
Transportation, warehousing & utilities	296	3%	Transportation, utilities & communication	2%
Trade (wholesale & retail)	5,923	52%	Wholesale trade	3%
			Retail trade	54%
Financial activities	197	2%	Finance, insurance & real estate	1%
Information, professional & business services, other services	422	4%	Services & misc (incl. agr, forestry, fishing)	16%
Education and health services	900	8%	Government	13%
Leisure & hospitality	938	8%		
Government	1,452	13%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Iowa County Workforce Profile

jobs are included in the public sector in the monthly estimates.

The lists of top ten industries and employers in Iowa County uses the North American Industry Classification System. In this list all private and public education were grouped together making it the second largest industry sector in the county, as it has been for several years. One big change with this

list over previous years is the sub-groups within health services, two of which appear on the top industry list.

Together the largest industry sectors provide nearly two-thirds of all the jobs in the county while the ten largest employers provide nearly half the jobs. That's because Lands' End, the county's largest employer dominates both lists dominates both lists.

Top 10 Industry Groups in Iowa County

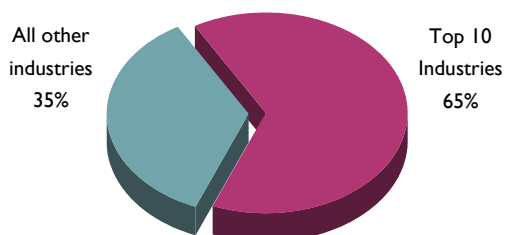
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Nonstore Retailers	*	*	*
Educational Services	8	754	-28
Nursing and Residential Care Facilities	9	376	50
Food Services and Drinking Places	30	339	-47
Specialty Trade Contractors	45	304	-13
Hospitals	*	*	*
Executive, Legislative, & Gen Government	26	268	24
Machinery Manufacturing	*	*	*
Wood Product Manufacturing	5	217	*
Merchant Wholesalers, Durable Goods	15	189	2

*data suppressed to maintain confidentiality

Top 10 Private Employers in Iowa County

Company	Product or Service	Size
Lands' End	Family clothing stores	1000 +
Upland Hills Health	Nursing care facilities	250-499
Fleet Guard	General purpose machinery manufacturing	100-249
Walnut Hollow Farm	Wood product manufacturing	100-249
Wal-Mart Associates	Discount department stores	100-249
House on the Rock	Museum	50-99
Dick's Super Market	Grocery store	50-99
United Parcel Service	Couriers	50-99
Hodan Center	Used merchandise stores	50-99
Cornerstone Foundation	Residential care facilities	50-99

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Iowa County Workforce Profile

The bottom graph emphasizes the strong presence of retail trade employers in Iowa County. Trade is part of the super-sector that also includes transportation and utilities. Roughly 55 percent of all jobs in the county and 68 percent of total payroll in 2002 is from this super-sector. The annual average wage for workers in this new sector was \$42,584, significantly higher than the average wage for similar workers statewide and significantly higher than the average wage from 2001 of \$28,875. Nearly all of the gain occurred during the second quarter of 2002 when total payroll nearly doubled which also coincides with change in ownership at Lands' End.

The average wage for all workers in Iowa County was also impacted by this bump in payroll and increased 31.1 percent from the 2001 average of \$26,348. Statewide the average wage rose 2.7 percent in 2002.

Even though NAICS provides a better picture of wages in

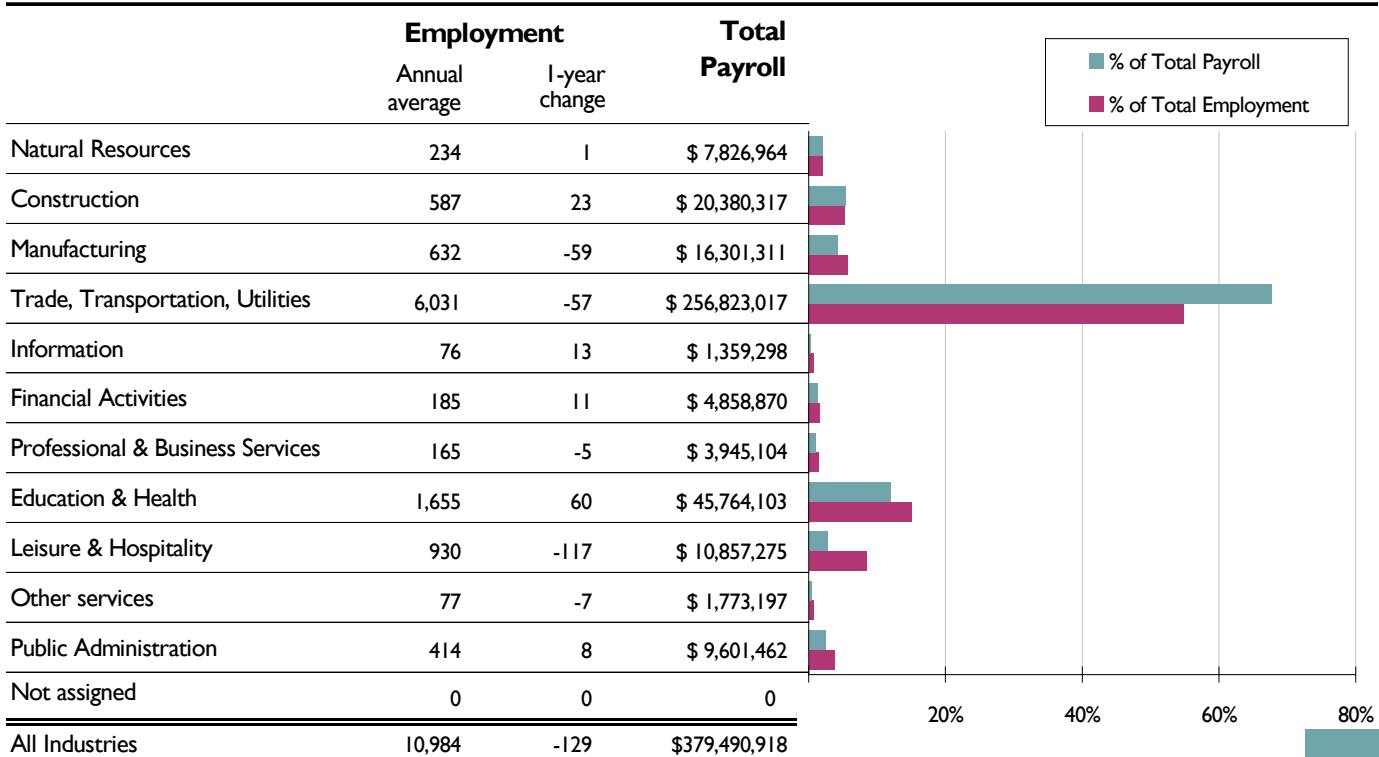
Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	1-year
	Wisconsin	Iowa County	Wisconsin	% change
All Industries	\$ 32,422	\$ 34,549	107%	31.1%
Natural resources	\$ 25,481	\$ 33,449	131%	9.7%
Construction	\$ 39,649	\$ 34,719	88%	3.7%
Manufacturing	\$ 40,584	\$ 25,793	64%	12.0%
Trade, Transportation, Utilities	\$ 28,422	\$ 42,584	150%	47.5%
Information	\$ 38,871	\$ 17,886	46%	45.2%
Financial activities	\$ 40,337	\$ 26,264	65%	-0.5%
Professional & Business Services	\$ 36,324	\$ 23,910	66%	-2.1%
Education & Health	\$ 33,768	\$ 27,652	82%	2.0%
Leisure & Hospitality	\$ 11,837	\$ 11,674	99%	7.3%
Other services	\$ 19,500	\$ 23,029	118%	6.0%
Public Administration	\$ 33,769	\$ 23,192	69%	2.4%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

the new sectors there are still details on part time jobs and temporary employment missing that are key components to annual average wages. Census 2000 revealed that 22.6 percent of the workforce works part time and 16.5 percent works less than 40 weeks per year. In Wisconsin 24.1 percent work part time and 19.5 percent work less than 40 weeks per year.

2002 Employment and Wage Distribution by Industry in Iowa County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

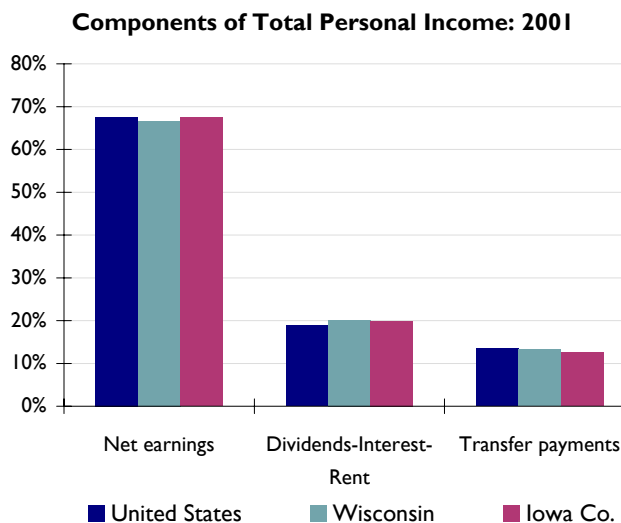
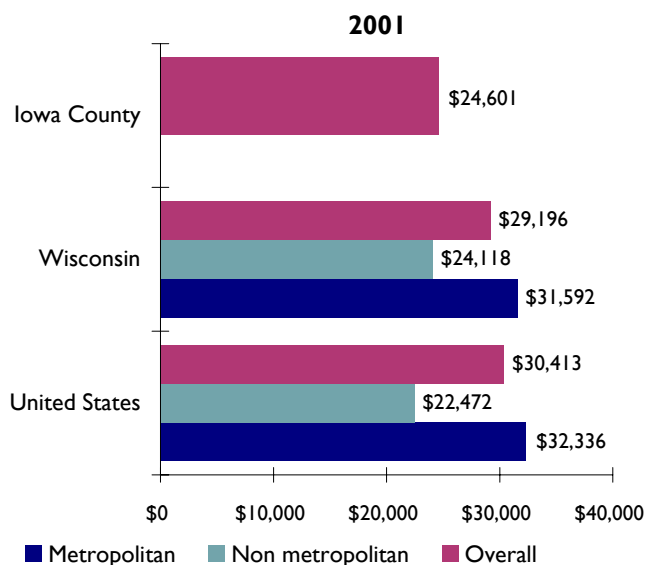
Net earnings from jobs both in and out of the county, self-employment, and proprietorships, comprise the greatest share of total personal income in Iowa County. Net earnings comprise 67.5 percent of total county income, higher than the state share of 66.7 percent and nearly matching the national share of 67.6 percent. The most recent PCPI data is 2001 and the share of net earnings will no doubt increase when the 2002 data is released.

In 2001 annual average wages in Iowa County were 84 percent of state average wages. Since most of the

income in the county is from wages it follows that the per capita personal income of \$24,601 is 84 percent of the state PCPI and 81 percent of the national PCPI. Currently, PCPI in Iowa County exceeds that of other non-metropolitan counties but will fall short of metropolitan income when it becomes part of the Madison metropolitan area. Even though per capita personal income in Iowa County increased 5.8 percent in the most recent year and 35 percent in the last five years, it ranked only 35th highest among the 72 counties in Wisconsin in 2001.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Iowa County	\$18,227	\$19,491	\$21,179	\$22,240	\$23,245	\$24,601	5.8%	35.0%



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

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